

New Bedford Whaling NHP

1999 Visitor Survey Card Data Report

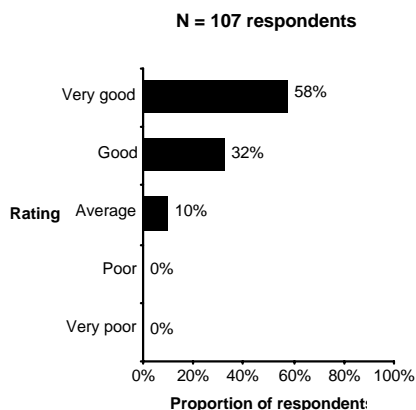
Part I - Visitor Satisfaction

Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY99. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey conducted at this park are summarized in this data report. A description of the research methods and limitations is on page 4. Below (left) is a graph summarizing visitor opinions of the "overall quality of facilities, services, and recreational opportunities." The satisfaction measure below this graph is a combined percentage of "good" and "very good" responses. This is the primary performance measure for Goal IIa1. (The satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding.) Below (right) is the FY99 GPRA reporting measure for Goal IIa1. The percentage included in the box should be used for reporting GPRA Goal IIa1 performance. The response rate for this park survey was 27%.

Overall quality of facilities, services & recreational opportunities



Satisfaction measure: 90%
Average evaluation score: 4.5

Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains three categories of data—park facilities, visitor services, and recreational opportunities. Within these categories are graphs for each indicator evaluated by park visitors. For example, the park facilities category includes indicators such as visitor center, exhibits, restrooms, and so forth. In addition, responses for indicators within each category are averaged into a combined graph for the category (e.g., combined park facilities).

Each graph includes the following information:

- the number of visitor responses for the indicator;
- the percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
- a satisfaction measure that combines the percentage of total responses which were "very good" or "good;" and
- an average evaluation score (mean score) based on the following values: very poor = 1, poor = 2, average = 3, good = 4, very good = 5.

Very Poor 1 2 3 4 5 Very Good

FY99 GPRA Reporting Measure for Goal IIa1

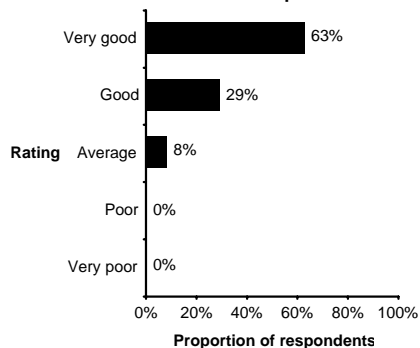
Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

90%

New Bedford Whaling NHP Park Facilities

Visitor center

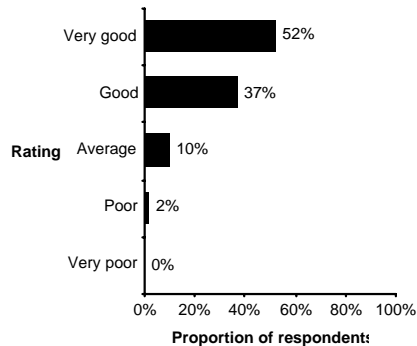
N = 106 respondents



Satisfaction measure: 92%
Average evaluation score: 4.6

Exhibits

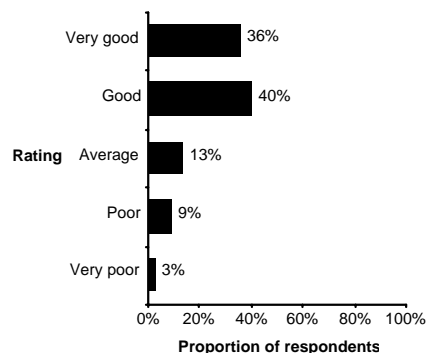
N = 104 respondents



Satisfaction measure: 88%
Average evaluation score: 4.4

Restrooms

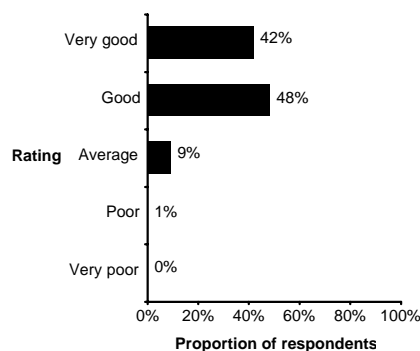
N = 78 respondents



Satisfaction measure: 76%
Average evaluation score: 4.0

Walkways, trails, and roads

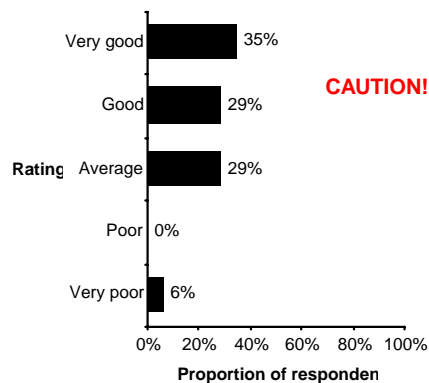
N = 77 respondents



Satisfaction measure: 90%
Average evaluation score: 4.3

Campground and/or picnic areas

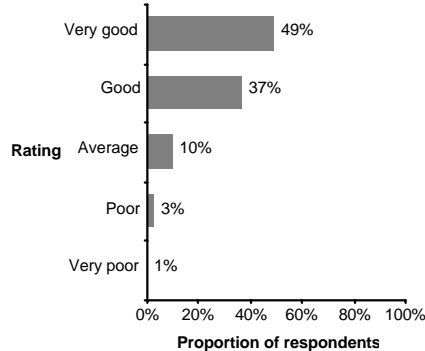
N = 17 respondents



Satisfaction measure: 65%
Average evaluation score: 3.9

Combined park facilities

N = 106 responses (based on 5 indicators)

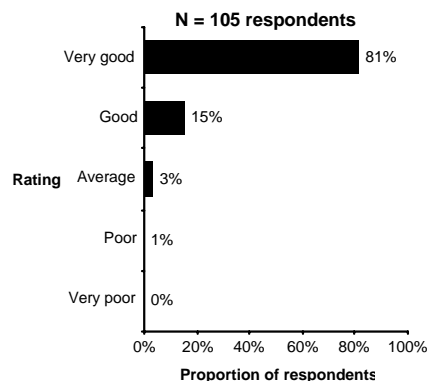


Satisfaction measure: 86%
Average evaluation score: 4.3

New Bedford Whaling NHP

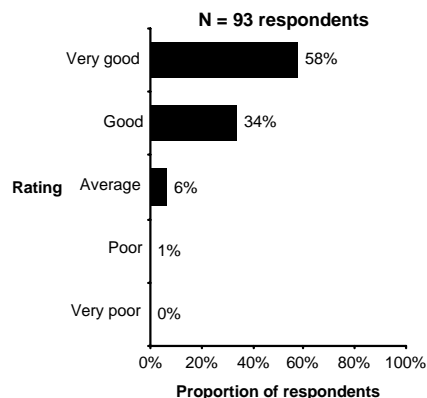
Visitor Services

Assistance from park employees



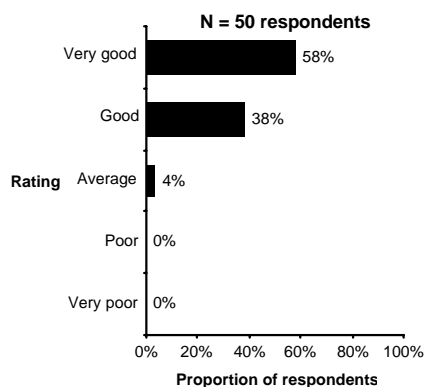
Satisfaction measure: 96%
Average evaluation score: 4.8

Park map or brochure



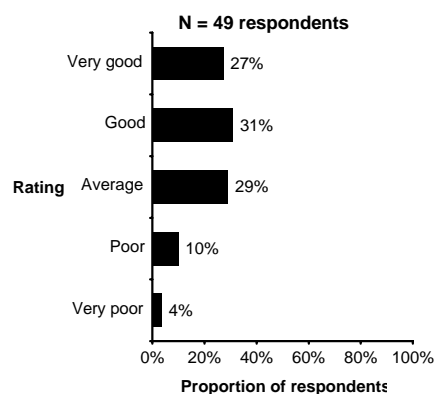
Satisfaction measure: 92%
Average evaluation score: 4.5

Ranger programs



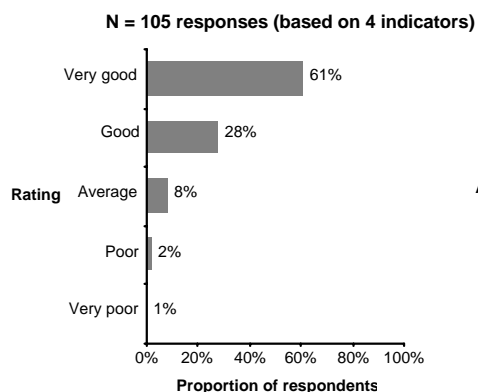
Satisfaction measure: 96%
Average evaluation score: 4.5

Commercial services in the park



Satisfaction measure: 57%
Average evaluation score: 3.7

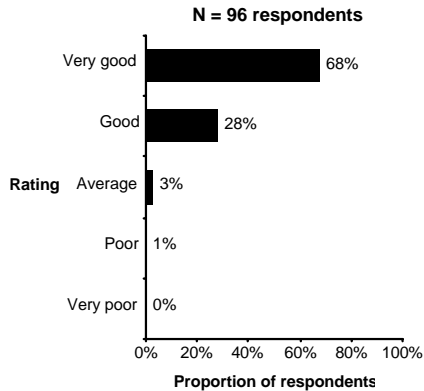
Combined visitor services



Satisfaction measure: 89%
Average evaluation score: 4.5

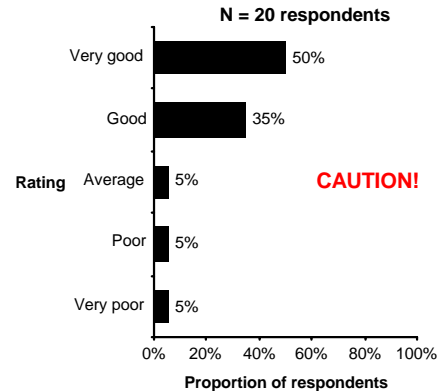
New Bedford Whaling NHP Recreational Opportunities

Learning about nature, history, or culture



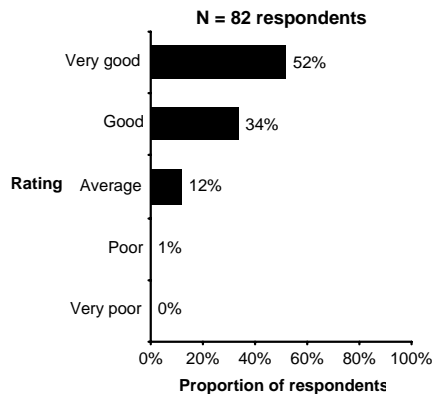
Satisfaction measure: 96%
Average evaluation score: 4.6

Outdoor recreation



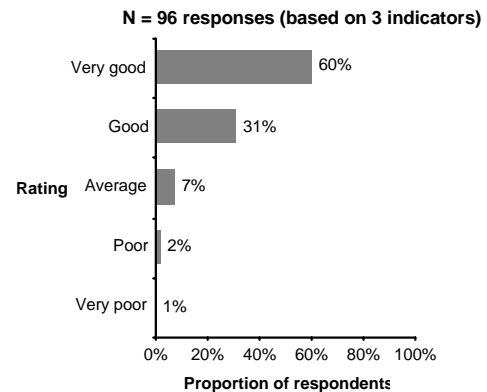
Satisfaction measure: 85%
Average evaluation score: 4.2

Sightseeing



Satisfaction measure: 87%
Average evaluation score: 4.4

Combined recreational opportunities



Satisfaction measure: 91%
Average evaluation score: 4.5

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period August 1-31, 1999. The data reflect visitor opinions about this NPS unit's facilities, services, and recreational opportunities during the survey period. Visitors at selected locations representative of the general visitor population were sampled. The results do not necessarily apply to visitors during other times of the year, or park visitors who did not visit the survey locations.

Returned cards were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category. All percentage calculations were rounded to the nearest percent. The survey response rate is

described on the first page of this report. The sample size ("N") varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word "CAUTION!" is included in the graph. This report excludes any indicator with less than 5 responses.

For most indicators, the survey data are expected to be accurate within $\pm 6\%$ with 95% confidence. This means that if different samples had been drawn, the results would have been similar ($\pm 6\%$) 95 out of 100 times.

New Bedford Whaling NHP

1999 Visitor Survey Card Data Report

Part II-Visitor Understanding

Introduction

Part II of this report provides a summary of the results of the Visitor Survey Card pertaining to NPS GPRA Goal Iib1 (visitor understanding and appreciation).

The 5 year (year 2002) GPRA Goal Iib1 states that "60% of park visitors understand and appreciate the significance of the park they are visiting." In preparation for reporting GPRA Goal Iib1, each NPS unit must develop and determine a list of significance items. Items in this list should describe a unit's unique contribution to the National Park System. The following is a list of New Bedford Whaling NHP's significance items:

1. New Bedford Whaling NHP contains outstanding architectural features from the 19th century whaling era.
2. New Bedford Whaling NHP contains the world's largest museum devoted to the history of American whaling.
3. New Bedford Whaling NHP contains the largest archives of materials related to the history of American whaling.
4. New Bedford Whaling NHP programs and events unfold the diverse stories of those who went to sea and those who stayed ashore.
5. New Bedford Whaling NHP provides an opportunity to witness the work of one of America's largest fishing and scalloping fleets.

Participants in the Visitor Survey Card were asked the question, *"In your opinion, what is the special significance of this park?"* Out of a total of 107 Visitor Survey Cards returned, 76 or 71% had written responses.

Understanding the Results

The Visitor Survey Cards that had a written response were compared with the park's significance items to determine if the visitor response(s) matched any of the items on the park's significance list. The following guidelines were used for making this determination:

- Identify the response as a "match" if the key words or phrases accurately reflect the meaning of the Significance List item.
- Identify the response as a "no match" if the key words or phrases provided by visitors are not related to any significance list item.
- For GPRA purposes, a visitor is assumed to understand the significance of the park if one or more of their responses are recorded as a "match".
- For GPRA purposes a visitor is assumed to not understand the significance of the park if none of their responses are recorded as a "match".

FY99 GPRA Reporting Measure for Goal Iib1

Percentage of park visitors who understand and appreciate the significance of the New Bedford Whaling NHP.

67%